

While some hardier, more organized souls seem to sail thru the holidays without missing even one beat of a Christmas carol, there are far more of us frantically searching for the right gift on Christmas Eve, baking cookies at midnight and the like. You may know the story well—despite your well-laid holiday plans, Christmas seems to be slapped together with too many last minute details and no time to relax and enjoy the festivities. Resolve now to take a calmer approach to Christmas, 1980. You need no special organizational skills, but you do need to plan ahead to simplify. It's easy and it can make your holidays merrier.

Start with your traditional holiday plans. We all fall prey to a personal pattern of holiday chores and activities: the same basic gift list, one or more holiday gatherings for friends and family, perhaps travel to visit grandparents, activities at church and school, baking and decorating. Take an honest look at the family calendar and decide what is and is not realistically possible. Stick to those events and traditions that have meaning for your family and weed out the rest. Once you have pared down your priorities, tackle each of your holiday chores and see how you can simplify your Christmas lifestyle.

Shopping consumes more of our pre-holiday energies than anything

else. You can organize the shopping in several ways. Make a list now—if not sooner—of those you buy gifts for and keep it handy to make suggestions or additions. One tactic is to use the same one-size gift for as many people as possible. Consider handsome stationery, magazine subscriptions, photo frames, manicure sets, any one of the male/female gifts we all need but never buy ourselves. Now go thru your gift list and note all of the potential recipients. What's wrong with giving your sister, mother-in-law and Uncle Harry each a box of personalized stationery if they all write letters? Last year I found and used two of these one-size gifts to great advantage. First, I gathered calendars suitable to the personal interests of our army of babysitters, helpful neighbors and aunts-who-have-everything. I found them all in one stop at a bookstore for a relatively low price. They are easily mailed and that's a plus. My other one-size gift was a small cheese and snack pack from a retail specialty chain. This may not be original, but it's always a boon to a busy family with an active social life. And, the store will usually ship for you—another time-saving plus.

The sooner you shop, the sooner you can mail gifts. It may seem premature to haul your packages to the Post Office on the day after Thanksgiving, but as the holiday draws near you will have more demands on your time. We all know how easy it is to let mail slide until the week before Christmas and then wonder if it will be delivered in time at all. Start shopping first for those gifts you send away. Wrap and mail as you go. Not only does this save a last minute scramble, but it also assures pre-holiday delivery.

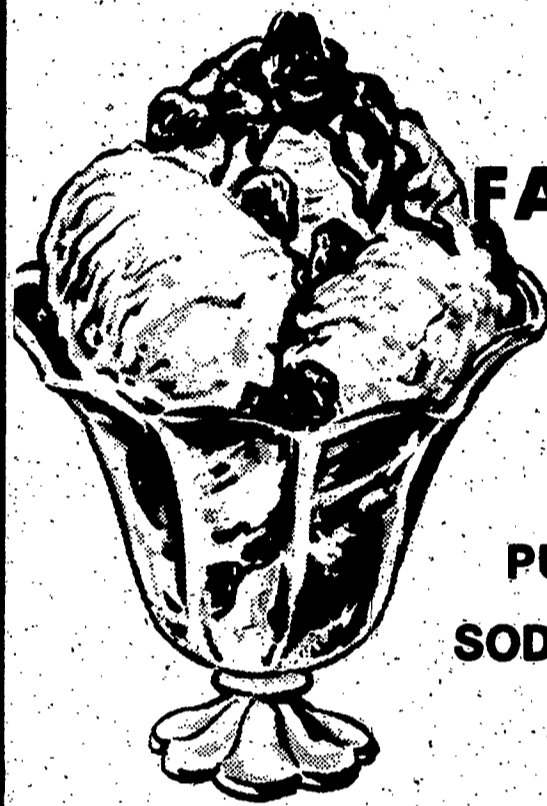
The same early-bird approach applies to Christmas cards. We all enjoy receiving them, so start now to gather addresses, cards and stamps to spread holiday cheer. If you think the list is too long to tackle, simplify card-sending by paring your list down to those you won't see to extend personal holiday greetings. Give the money you save on excess cards and stamps to your favorite charity.

Buckman's

ICE CREAM VILLAGE

is Celebrating its 5th Birthday

FREE



AN OLD FASHIONED SUNDAE

WHEN YOU PURCHASE ANY SODA, MILKSHAKE OR SPLIT

Dec. 15th - 18th

ICE CREAM

A HOLIDAY MUST!

Santa's Coming - Make plans to bring the kids to visit and have their picture taken with Santa in person

Holiday Gift Idea - A book of coupons or a gift certificate from Buckman's.



OPEN 7 DAYS

2576 Ridge Road West
at Long Pond Road
Buckman's Corners
227-0607

AMPLE PARKING

Open Noon to 11 p.m. Every Day
FRI. & SAT. OPEN TO MIDNIGHT

Palmer Fish 'n' Seafood

SINCE 1850

HOLIDAY SHRIMP SALE

INDIVIDUAL QUICK FROZEN SHRIMP

Offer Good thru Dec. 31, 1980



\$1.00 per lb. less than last year! 41/50 ct. per lb. Medium size. Completely cleaned, peeled and deveined. Easy Preparation — just boil 3 minutes and serve.

only **\$8.49** 1 1/2 Lb. Pkg.

SHELLEX BRAND FROZEN "HORS D'OEUVRES" SIZE COOKED SHRIMP

Offer Good thru Dec. 31, 1980



Reg. \$18.49 SAVE \$1.50 per can. Approx. 85 ct./pound. The finest cooked shrimp you can buy. Completely cooked, peeled and deveined. A super gift for the holidays. Just thaw and serve.

only **\$16.99** for 2 Lb. PKG.

Gift Certificates AVAILABLE FOR HOLIDAY GIVING

There's A PALMER FISH 'n' SEAFOOD Market Near You

- PERINTON HILLS MALL Rt. 31 & 250 **223-5900**
- DOWNTOWN 141 STATE ST. OPP. ANDREW'S **546-6180**
- WESTMAR PLAZA INSIDE BELL'S MARKET, 2150 BUFFALO RD. **247-3252**
- GENESEE REGIONAL MARKET 900 JEFFERSON RD. **424-3210**
- GOODMAN PLAZA OUR NEWEST LOCATION INSIDE BELL'S MARKET, 826 N. GOODMAN **482-9048**